

# THE EVOLUTION OF "HOME BREW"

## Washington Brewer First to Discover Process of Making a Harmless, Wholesome Malt Beverage.

**Chr. Heurich Brewing Co. Have Produced a Beverage Possessing All of the Virtues of Pure Wholesome Beer, But Is Absolutely Non-Intoxicating.**

From the earliest dawn of civilization—as far back as the records of man's achievements go—the human race has recognized malt beverages as wholesome, delicious and unexcelled for its thirst-quenching qualities. Older even than the wines of the ancients are the ale and beer of old Egypt.

Throughout all Europe down through the middle ages to the present day malt beverages have occupied an important place in the daily bill of fare. In Germany beer has formed part of the daily diet of men, women, and children. And the Germans are noted for their clean living and sobriety, not to mention their splendid physiques, their analytical minds, and highly developed mentality.

The ale and porter of the Briton are almost as proverbial as the "Rare Roast Beef of Old England" itself.

In our own country, owing largely to the fact that beer has been sold in common with such other beverages as whisky, rum, brandy, gin, and wines, beer has come into a certain amount of disrepute with a large class of people.

In the general campaign directed towards the eradication of alcoholism and its attendant evils, beers have all been included regardless of their virtues. In the mass of confused testimony which has been weighed against alcoholic beverages in general no distinction has been made between the good and the bad, and the food value and tonic properties of good, pure, perfectly brewed beer have been overlooked.

### Malt Beverages Noted For Their Nutrition and Wonderful Tonic Properties.

It is a well-known fact that barley-malt is remarkably rich in nutritive value. And it is also a well-established fact that hops have a wonderful tonic value. These facts, known to both the medical profession and the laity, account for the almost infinite number of malt extracts and other preparations of malt and hops that are offered at drug stores and recommended as being sovereign remedies for weak or impoverished constitutions.

This nutritive and tonic value of beer has, of course, nothing to do with alcohol. It has been demonstrated that alcohol is neither a food nor a true stimulant. The virtues of beer lie entirely in its nutritive value derived from the malt and its tonic properties due to the hops. They

"HOME BREW" is the product of years of unceasing effort on the part of Mr. Chr. Heurich, to produce a beverage that possessed all of the virtues of good, pure, properly brewed beer and yet was free from the intoxicating element which brought beer into disfavor. The process at one stage of the brewing is secret and is under the personal supervision of Mr. Heurich.

### Home Brew Made Like Lager Beer But the Intoxicating Element Eliminated.

Like ordinary Lager Beer, "HOME BREW" is made from malt and hops. Selected barley is soaked from three to four days, during which time it becomes tender and absorbs from ten to fifty per cent of water. It is then spread in heaps on the floor and the "sweating" process begins. During this stage the barley begins to germinate and shoots out little tendrils. The growth is retarded by regulating the temperature and spreading out the heaps. After the barley has undergone this stage it is kiln dried, and is then known as malt. The temperature at which the germinating barley is dried determines the color of the malt, and this in turn, afterwards determines the color and to some extent the strength and flavor of the brew. This process makes the malt soluble.

### A Big Perplexing Problem Solved by the Chr. Heurich Brewing Co.

The production of such a beverage has been accomplished by one of the largest breweries of Washington—"The Chr. Heurich Brewing Co., at 25th and Water streets. They have perfected a drink that possesses all of the rich food values of the malted grain, the exhilarating tonic qualities of the hops, and the zest of real lager, but which is positively non-intoxicating.

They have branded this concoction "HOME BREW," and the name is a happy one, for it is a beverage that may safely be served in the homes of the most fastidious and exacting the same as though it were milk, iced tea, or ginger ale.

lon to every hundred gallons of liquid. While in these vats the secret process is undergone. The process, which is the result of Mr. Heurich's research, makes possible the retention of all of the goodness of pure beer, but eliminates all objectionable intoxicating properties—in other words, rendering the final product delicious "HOME BREW" instead of beer.

In these vats carbonic acid gas is developed which gives the effervescent quality to the brew. It is left here for a period of eight days at a temperature of about 40 degrees and is then taken to the cleaning vats, where all of the yeast is separated and it is then ready for the glass-lined casks in the aging cellars, after which it is piped into barrels and kegs, and to their own bottling house, ready to be delivered to the drug stores, soda fountains, and homes of Washington. In the bottling house "HOME BREW" is drawn off into clean, sterilized bottles by the most improved mechanical devices, insuring absolute purity. Each bottle is then run through the big pasteurizer as an extra precaution.

### Perfect Cleanliness Throughout the Brewery.

Throughout the whole process of brewing—from the time the sacks of barley arrive until the final process of aging and delivery to the dealers the greatest care is exercised to maintain absolute purity. The most scrupulous cleanliness and most perfect sanitary conditions prevail throughout the big brewery where "HOME BREW" is produced. There is no possible chance for any foreign substances, or any impurities finding their way into "HOME BREW."

At every stage it is carefully watched by its inventors, who personally superintend every process. This perfect cleanliness and constant and vigilant supervision account for the uniform goodness of "HOME BREW." It is a beverage that is delicious as a drink, an unexcelled thirst quencher and possesses all of the rich, nutritive value of pure beer, with absolutely none of its intoxicating properties. In fact, it is a more beneficial drink than many of the soda fountain beverages. For fruit syrups and unfermented fruit juices have a tendency to continue the process of fermentation in the stomach, thus giving rise to gas, sour stomach, hyper-

### THE MALTED BARLEY BEING MIXED IN THE MASH TANKS WITH THE HOPS

### THE BIG COPPER BOILER IN THE FOREGROUND WHERE THE FINAL BOILING OF THE MALT & HOPS OCCURS

acidity, and other ills of the digestive system. With wholesome "HOME BREW" the whole process of fermentation has been completed and it cannot be carried any further in the system. Thus all of the nutritive value of the malt is readily assimilable into the constitution and the exhilarative tonic effects of the hops are given free play.

### Home Brew a Temperance Beverage.

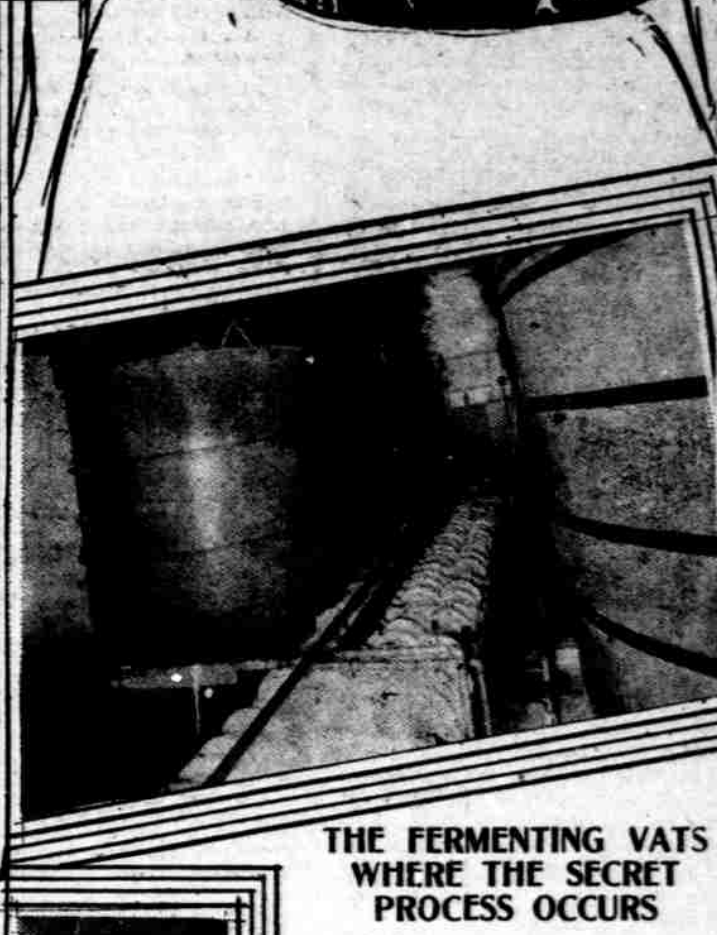
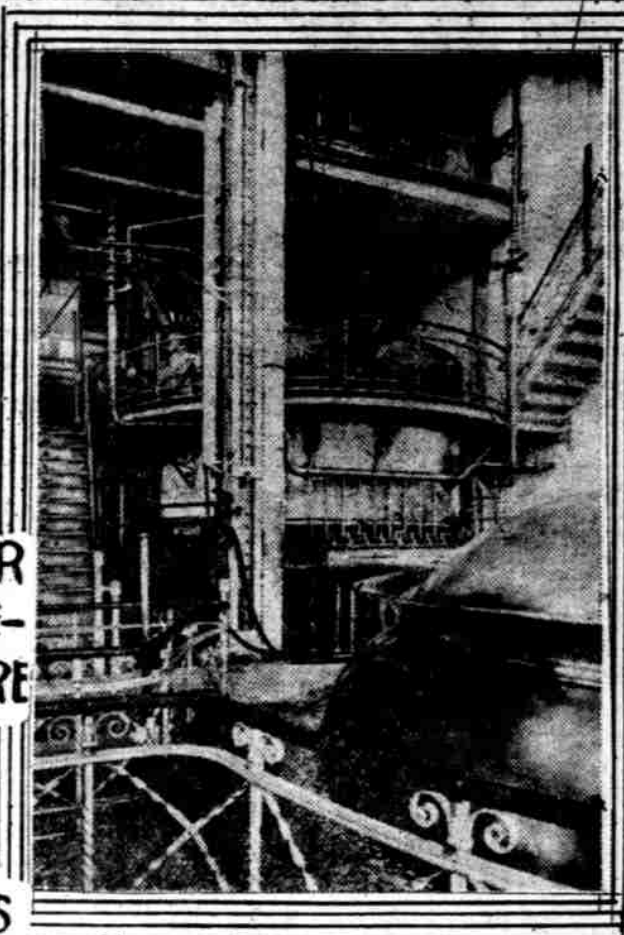
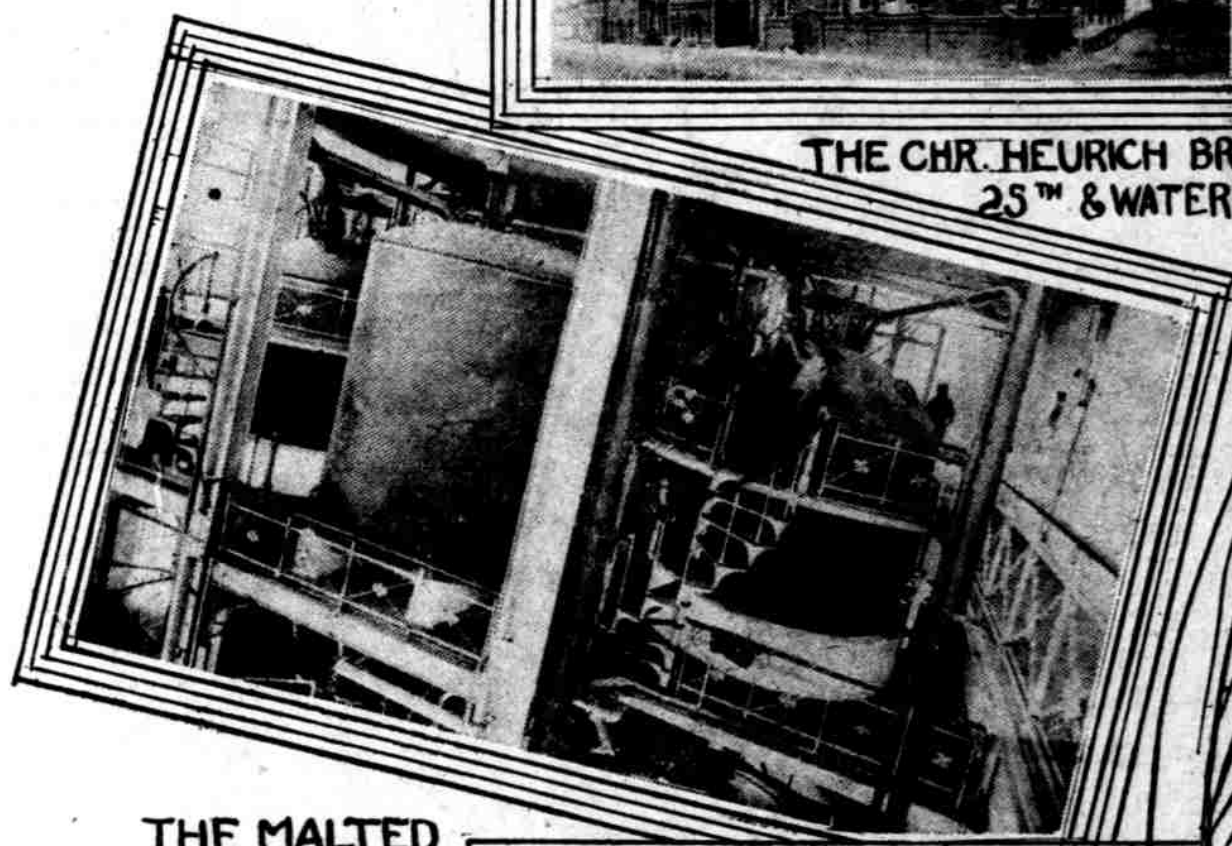
In "HOME BREW" the problem of producing a wholesome, delicious temperate beverage has been solved. It is a drink that is as nourishing as milk, as palatable as good beer and as harmless as lemonade.

It is an ideal summertime drink and unquestionably the Chr. Heurich Brewing Co. have produced a beverage that fills a long-felt want.

In talking with a Times representative the other day Mr. Heurich, the discoverer of the process of making "HOME BREW," said: "The problem of eliminating the alcohol and yet retaining the wholesomeness and characteristic flavor of beer was by no means a small one. While the flavor is in no way dependent upon the presence of alcohol, yet for a long time it seemed impossible to destroy the one without destroying the other. Many experiments were made, which resulted unsatisfactorily. Finally I perfected a process which does not interfere with the natural process of fermenta-



THE CHR. HEURICH BREWERY  
25th & WATER STS. N.W.



THE FERMENTING VATS WHERE THE SECRET PROCESS OCCURS



THE BOILING DEPT WHERE HOME BREW IS PASTEURISED AFTER BEING DRAWN OFF IN STERILIZED BOTTLES

part of the equipment of many camping trips.

An Excellent Summertime Drink, For Sale Everywhere in the City.

"For young and old, for the healthy and the infirm 'HOME BREW' is a most excellent drink. It builds up waste tissue and makes red blood, and, being deprived of the intoxicating principle that rendered beer obnoxious, it is a beverage that all may drink of freely at any time."

In the production of a beverage that maintains all of the virtues of barley-malt and hops, perfectly brewed and at the same time one which meets all of the requirements of the advocates of temperance and abstinence the Chr. Heurich Brewing Co. has conferred a boon upon humanity. "HOME BREW" is already deservedly popular, but it is sure to gain even greater public favor. For, as Elbert Hubbard has said, "If a man preach a better sermon, or build a better mouse trap than his neighbors, the world will make a beaten pathway to his door, though he live in a forest."

Certain it is that meritorious articles are quickly appreciated by the public. True worth is the lodestone that attracts popularity and in "HOME BREW" the Chr. Heurich Brewing Company has undoubtedly produced an article of merit, and one for which there has long been a demand.

"HOME BREW" is obtainable from wholesale grocers and high class dealers in all sections of Washington, also at drug stores and soda fountains throughout the city, ice cold, sparkling, invigorating and cooling "HOME BREW" can be had on draught.—Adv.

tion, but yet enables us to destroy the intoxicating principles without affecting either its taste or its wholesomeness.

The preparation of "HOME BREW" is identical with the preparation of lager beer, except that during the stage of fermentation this secret formula is made use of which renders the final product absolutely free from any intoxicating properties.

"HOME BREW" has been indorsed by physicians who have long appreciated the beneficial effects to be derived from malt beverages, but have hesitated to prescribe beer for fear of giving offense. Now that a temperance beverage has been evolved, which retains all of the valuable properties of malt drinks without any of

the objectionable intoxicating features, they have expressed their unqualified approval and appreciation. "HOME BREW" is now a part of the daily diet prescribed for many convalescents in Washington.

"As a summertime beverage 'HOME BREW' leaves nothing to be desired. It is a wholesome drink, as nourishing as rich creamery milk, as satisfying as only a malt beverage can be, and as harmless as so much water. To use a colloquial expression, it 'hits the spot' on a hot day. These are the reasons why you find 'HOME BREW' in homes of refinement, on sale at drug stores and soda fountains throughout the city, and as